

## WHAT IS CLAIMED IS:

1. A delivery system for delivering an oral care substance to the oral cavity, the delivery system comprising:
  - (a) a removable backing strip having sufficient flexibility so as to be readily conformable to an oral surface when the delivery system is placed thereagainst; and
  - (b) an oral care composition applied to the backing strip such that when the delivery system is placed on the oral surface the oral care composition contacts the oral surface, the oral care composition comprising:
    - (i) an organosiloxane resin;
    - (ii) a rheology modifier; and
    - (iii) at least one oral care substance;wherein the oral care composition remains on the oral surface after the backing strip is removed.
2. The delivery system of Claim 1 wherein the organosiloxane resin is present in the composition at a level of from about 5% to about 70%.
3. The delivery system of Claim 2 wherein the organosiloxane resin is selected from the group consisting of  $(CH_3)_3SiO_{0.5}$  "M" units,  $(CH_3)_2SiO$  "D" units,  $(CH_3)SiO_{1.5}$  "T" units,  $SiO_2$  "Q" units, and mixtures thereof.
4. The delivery system of Claim 1 wherein the oral care substance includes at least one oral care active selected from the group consisting of a teeth whitening active, an anti-tartar agent, a fluoride ion source, an anti-microbial agent, an anti-inflammatory agent, one or more nutrients, a mouth and throat product, an antioxidant, an H<sub>2</sub> antagonist, an analgesic active, an anti-viral agent, flavoring agents, sweetening agents, xylitol, opacifiers, coloring agents, surfactants, chelants, pigments, and mixtures thereof.
5. The delivery system of Claim 4 wherein the oral care substance comprises from about 0.01% to about 50% of the oral care composition.

6. The delivery system of Claim 5 wherein the oral care substance is a teeth whitening active selected from the group consisting peroxides, metal chlorites, perborates, percarbonates, peroxyacids, persulfates, and mixtures thereof.

7. The delivery system of Claim 1 wherein the rheology modifier is selected from the group consisting of organo modified clays, silicas, polyethylene, and mixtures thereof.

8. The delivery system of Claim 7 wherein the rheology modifier is present in the oral care composition at a level of from about 0.1% to about 30%.

9. A delivery system for delivering an oral care substance to the oral cavity, the delivery system comprising:

- (a) a removable backing strip having sufficient flexibility so as to be readily conformable to an oral surface when the delivery system is placed thereagainst; and
- (b) an oral care composition applied to the backing strip such that when the delivery system is placed on the oral surface the oral care composition contacts the oral surface, the oral care composition comprising:
  - (i) an organosiloxane resin;
  - (ii) a fluid diorganopolysiloxane-based polymer;
  - (iii) a rheology modifier; and
  - (iv) at least one oral care substance;

wherein the oral care composition remains on the oral surface after the backing strip is removed.

10. The delivery system of Claim 9 wherein the oral care composition further comprises a carrier capable of solubilizing the organosiloxane resin and the fluid diorganopolysiloxane-based polymer.

11. The delivery system of Claim 10 wherein the fluid diorganopolysiloxane-based polymer comprises repeating units of the formula  $(R_2SiO)_n$ , where R is a monovalent hydrocarbon radical group containing from 1 to 6 carbon atoms.

12. The delivery system of Claim 12 wherein the fluid diorganopolysiloxane polymer is poly(dimethylsiloxane).

13. The delivery system of Claim 9 wherein the ratio of organosiloxane resin to fluid diorganopolysiloxane-based polymer is from about 10:1 to about 1:10.

14. The delivery system of Claim 10 wherein the carrier is selected from the group consisting of hydrocarbon oils, volatile silicones, non-hydrocarbon solvents, and mixtures thereof.

15. The delivery system of Claim 9 wherein the oral care substance includes at least one oral care active selected from the group consisting of a teeth whitening active, an anti-tartar agent, a fluoride ion source, an anti-microbial agent, an anti-inflammatory agent, one or more nutrients, a mouth and throat product, an antioxidant, an H<sub>2</sub> antagonist, an analgesic active, an anti-viral agent, flavoring agents, sweetening agents, xylitol, opacifiers, coloring agents, surfactants, chelants, pigments, and mixtures thereof.

16. The delivery system of Claim 15 wherein the oral care active comprises from about 0.01% to about 50% of the oral care composition.

17. The delivery system of Claim 16 wherein the oral care active is a teeth whitening active selected from the group consisting peroxides, metal chlorites, perborates, percarbonates, peroxyacids, persulfates, and mixtures thereof.

18. The delivery system of Claim 9 wherein the rheology modifier is selected from the group consisting of organo modified clays, silicas, polyethylene, and mixtures thereof.

19. The delivery system of Claim 20 wherein the rheology modifier is present in the oral care composition at a level of from about 0.1% to about 30%. *a*

20. The delivery system of any of Claims 1, 9, or 10 wherein the backing strip is substantially water insoluble. *(a)*

21. The delivery system of Claim 20 wherein the backing strip is a polymer film having a nominal thickness of less than about 0.1 mm and selected from the

group consisting of polyethylene, ethylvinylacetate, polyesters, ethylvinyl alcohol, pullulan film, and combinations thereof.

22. The delivery system of Claim 21 wherein the backing strip has a peel force of less than 50 grams.

23. The delivery system of any of Claims 1, 9, or 10 wherein the backing strip is substantially water soluble. *(A)*

24. The delivery system of Claim 23 wherein the backing strip is selected from the group consisting of rice paper, pullulan paper, agar film, starch paper, natural gum, and mixtures thereof.

25. A method for delivering an oral care substance to at least one surface of the oral cavity, comprising the steps of: (1) applying the backing strip of the delivery system with the oral care composition of any of any of Claims 1, 9, or 10 coated thereon to the surface(s) of the oral cavity; (2) removing the backing strip from the surface(s) of the oral cavity, wherein the oral care composition remains on the surface(s) of the oral cavity after the backing strip is removed.

26. The method of Claim 25 wherein the oral care composition comprises a teeth whitening active and the oral cavity surface to which the composition is applied is the enamel of the teeth.

27. A method for delivering an oral care substance to at least one surface of the oral cavity, comprising the steps of: (1) applying the backing strip of the delivery system with the oral care composition of either of any of Claims 1, 9, or 10 coated thereon to the surface(s) of the oral cavity; (2) allowing the backing strip to dissolve in situ, wherein the oral care composition remains on the surface(s) of the oral cavity after the backing strip has dissolved.

28. The method of Claim 27 wherein the oral care composition comprises a teeth whitening active and the oral cavity surface to which the composition is applied is the enamel of the teeth.